



FEHR & PEERS

WilburSmith  
ASSOCIATES

Date: March 2, 2011  
To: Westside Mobility Plan Technical Advisory Committee  
From: Tom Gaul, Fehr & Peers and Bill Hurrell, Wilbur Smith  
**Subject: Results of Westside Parking Survey and Public Outreach Effort**

*Ref: SM10-2416*

This package contains the Westside Survey Parking Analysis and the Summary of Stakeholder Comments.



# Westside Parking Survey Analysis

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The objective of the parking survey is to learn more about the perceptions of current parking patterns from stakeholders in the area—such as when and where parking problems are occurring. The survey is included as Attachment A. The information obtained from stakeholders will then be used to develop a data collection plan for each area. The survey instrument was administered on the Internet, at intercept locations such as farmers markets and shopping centers, as well as during focus group meetings. Surveys were distributed at the following five intercept survey locations in December 2010:

- First Friday at Abbott Kinney
- Mar Vista Farmers Market
- Venice Farmers Market
- Westside Pavilion
- Westwood Farmers Market

The project team also distributed the surveys during meetings with the following community groups:

- Westside Regional Alliance of Councils (WRAC) Mobility/Transportation Committee
- CD 11 Empowerment Congress Transportation Advisory Committee
- LAX-Coastal Area Chamber of Commerce Public Policy Committee
- Mar Vista Community Council
- Venice Neighborhood Council
- West LA Neighborhood Council PLUM Committee
- Westside Neighborhood Council
- Westwood neighborhood Council

When the team was not able to be physically present, it arranged to distribute the surveys with the following two groups:

- Palms Neighborhood Council
- Westchester/Playa Neighborhood Council

A total of 656 survey responses were received encompassing 308 paper survey instruments and 348 online survey responses. Thirteen surveys were returned incomplete, with questions unanswered and only comments provided. All comments were recorded but the actual number of completed surveys was tabulated at 643.

Survey takers were asked to indicate on a scale of 1 to 5 (1 = lowest and 5 = highest) of the importance of several parking attributes.

Since respondents were not specifically asked to rank the options in order, many people indicated high importance to multiple attributes. While this made it difficult to discern which attributes were held with higher importance than others by individual respondents, it did allow the determination of the most significant attributes in aggregate. Out of the 643 survey responses, parking availability, parking safety, and parking cost were of the highest importance for the majority of people who answered the survey (See Table 1.0). Please note that throughout this analysis, cells in tables have been highlighted to indicate the most responses for a given attribute. For example, in Table 1.0, three cells have been highlighted to show the highest counts are in the categories of Parking Availability, Parking Cost, and Parking Safety.

**Table 1.0 Importance of Parking Attributes**

| Level of Importance           | Parking Availability | Convenience | Parking Cost | Parking Info | Parking Safety |
|-------------------------------|----------------------|-------------|--------------|--------------|----------------|
| 1 (Lowest Importance)         | 58                   | 44          | 68           | 120          | 63             |
| 2                             | 29                   | 84          | 65           | 98           | 94             |
| 3                             | 61                   | 133         | 125          | 93           | 111            |
| 4                             | 88                   | 149         | 106          | 102          | 119            |
| <b>5 (Highest Importance)</b> | <b>317</b>           | <b>140</b>  | <b>210</b>   | <b>152</b>   | <b>225</b>     |
| Total who answered question   | 553                  | 550         | 574          | 565          | 612            |

Note: Highlighted cells indicate the most significant/important attribute(s) overall by respondents.

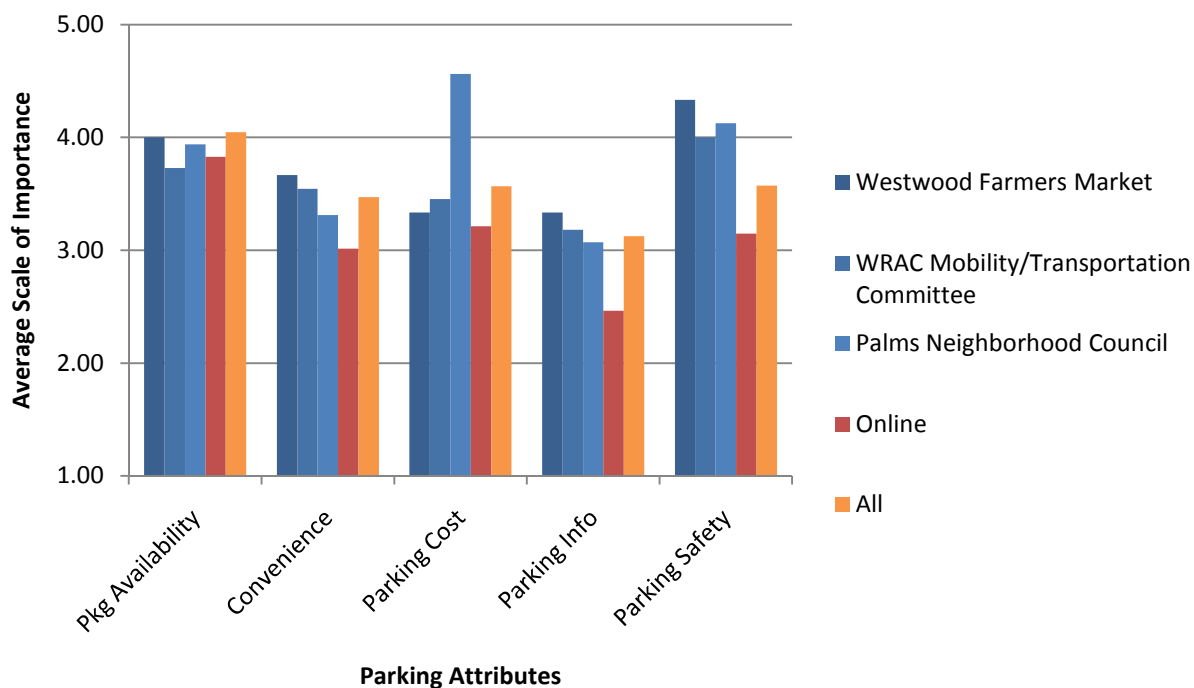
The average scores for each parking attribute were categorized by survey distribution location the purpose of revealing preference by locations (See Table 2.0). Although almost all surveys identify parking availability as a concern of highest importance, a few trends are worth noting. Respondents from Palms Neighborhood Council show more concern about the cost of parking and parking safety. Respondents from Westwood Farmers Market and WRAC Mobility/Transportation Committee also show more concern about parking safety than parking availability (See Figure 1.0).

**Table 2.0      Average Scale of Importance for Parking Attributes by Survey Distribution Location**

| <b>Average Scale of Importance<sup>1</sup></b> |                             |                    |                     |                     |                       |
|--|-----------------------------|--------------------|---------------------|---------------------|-----------------------|
|  | <b>Parking Availability</b> | <b>Convenience</b> | <b>Parking Cost</b> | <b>Parking Info</b> | <b>Parking Safety</b> |
| Mar Vista Farmers Market                       | 3.97                        | 3.48               | 3.76                | 3.66                | 4.07                  |
| Venice Farmers Market                          | 4.19                        | 3.81               | 3.34                | 3.29                | 3.67                  |
| Westside Neighborhood Council                  | 4.39                        | 4.01               | 4.12                | 3.96                | 4.09                  |
| First Friday at Abbot Kinney                   | 4.55                        | 4.18               | 3.71                | 3.95                | 4.27                  |
| Westwood Farmers Market                        | 4.00                        | 3.67               | 3.33                | 3.33                | 4.33                  |
| WRAC Mobility/Transportation Committee         | 3.73                        | 3.55               | 3.45                | 3.18                | 4.00                  |
| Palms Neighborhood Council                     | 3.94                        | 3.31               | 4.56                | 3.07                | 4.13                  |
| Other <sup>2</sup>                             | 4.18                        | 4.07               | 4.04                | 4.35                | 4.07                  |
| Online   | 3.83                        | 3.02               | 3.21                | 2.46                | 3.15                  |
| <b>All</b>                                     | <b>4.05</b>                 | <b>3.47</b>        | <b>3.57</b>         | <b>3.12</b>         | <b>3.57</b>           |

Notes:

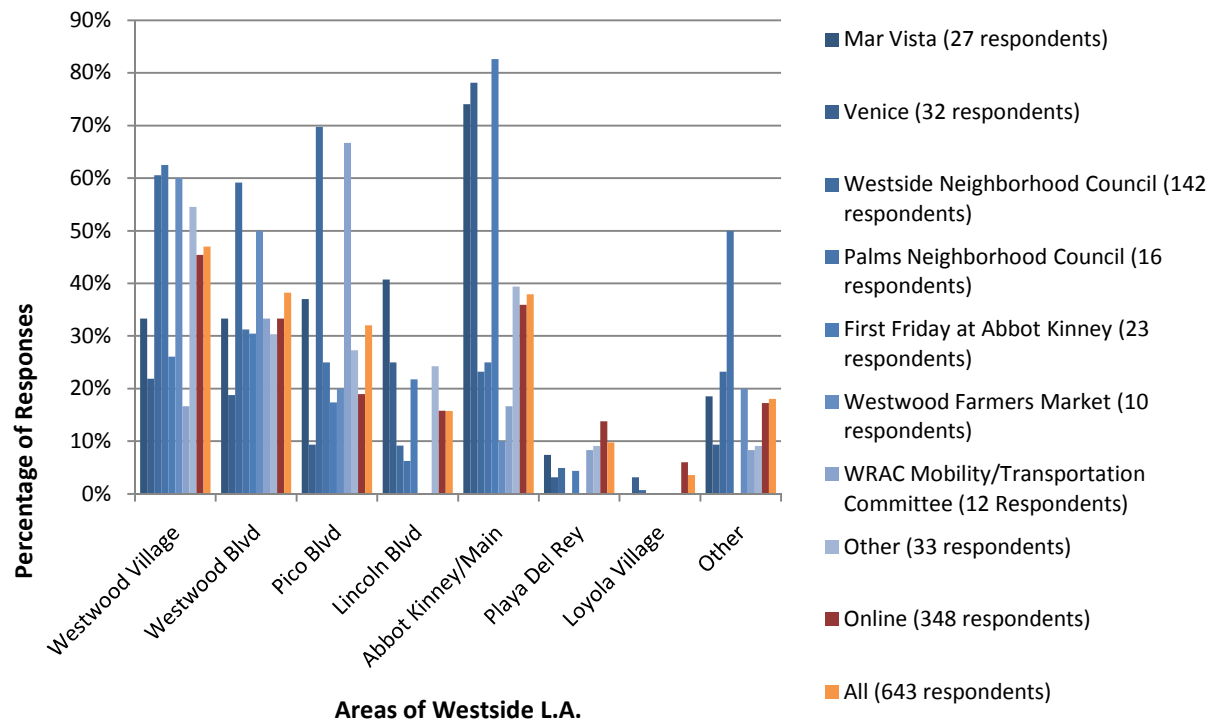
1. Highlighted cells indicate the most significant/important attribute(s) overall by respondents by survey location.
2. Other includes surveys from LAX Coastal Chamber Public Parking Committee, Westwood Neighborhood Council, mail-ins, and unknown.

**Figure 1.0      Average Scale of Importance for Parking Attributes**

Respondents were asked to identify areas of Westside LA in which they've experienced the most issues or most difficulty with parking, and were allowed to select more than one area (See Figure 2.0). Abbot Kinney/Main was identified as the key area for most of the surveys from Mar Vista Farmers Market, Venice Farmers Market, and First Friday at Abbot Kinney. Respondents from the Westside Neighborhood Council and WRAC Mobility/Transportation Committee identified Pico Boulevard as a major problem area. Westside Neighborhood Council also identified Westwood Village or Westwood Boulevard as problem areas. Several people specifically called out Overland as another problem area.

Respondents from the Palms Neighborhood Council identified Westwood Village and Other, where 12 of the 16 survey takers commented on the need for parking at the Palms Expo station. Respondents from Westwood Farmers Market identify Westwood Village and Westwood Boulevard as their greatest problem areas. The majority of online respondents and the "other" paper respondents both point to Westwood Village as the primary area of concern—and overall, 47%, of the respondents identified Westwood Village as the area with the most parking difficulties (See Table 3.0).

**Figure 2.0 Areas of Westside L.A. with Most Parking Issues**



**Table 3.0 Areas of Westside L.A. with Most Parking Issues<sup>1</sup>**

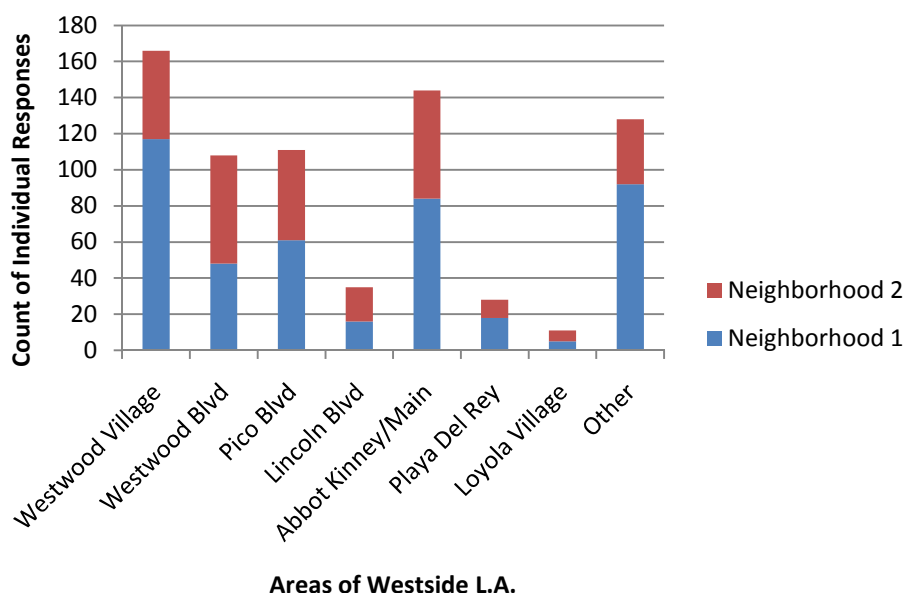
| Distribution Location                  | Westwood Village | Westwood Blvd | Pico Blvd | Lincoln Blvd | Abbot Kinney/Main | Playa Del Rey | Loyola Village | Other |
|--|------------------|---------------|-----------|--------------|-------------------|---------------|----------------|-------|
| Mar Vista                              | 33%              | 33%           | 37%       | 41%          | 74%               | 7%            | 0%             | 19%   |
| Venice                                 | 22%              | 19%           | 9%        | 25%          | 78%               | 3%            | 3%             | 9%    |
| Westside Neighborhood Council          | 61%              | 59%           | 70%       | 9%           | 23%               | 5%            | 1%             | 23%   |
| Palms Neighborhood Council             | 63%              | 31%           | 25%       | 6%           | 25%               | 0%            | 0%             | 50%   |
| First Friday at Abbot Kinney           | 26%              | 30%           | 17%       | 22%          | 83%               | 4%            | 0%             | 0%    |
| Westwood Farmers Market                | 60%              | 50%           | 20%       | 0%           | 10%               | 0%            | 0%             | 20%   |
| WRAC Mobility/Transportation Committee | 17%              | 33%           | 67%       | 0%           | 17%               | 8%            | 0%             | 8%    |
| Other <sup>2</sup>                     | 55%              | 30%           | 27%       | 24%          | 39%               | 9%            | 0%             | 9%    |
| Online                                 | 45%              | 33%           | 19%       | 16%          | 36%               | 14%           | 6%             | 17%   |
| All                                    | 47%              | 38%           | 32%       | 16%          | 38%               | 10%           | 4%             | 18%   |

Notes:

1. Highlighted cells indicate areas identified most frequently with parking issues overall by respondents by survey location.
2. Other includes surveys from LAX Coastal Chamber Public Parking Committee, Westwood Neighborhood Council, mail-ins, and unknown.

Next, respondents were asked their opinion about a series of statements related to several parking issues in the top two worst neighborhoods identified in the previous question (See Figure 3.0). The previous question had allowed respondents to select up to eight different areas. However, for this question, they had to choose only two neighborhoods. Most respondents selected Westwood Village, Abbot Kinney/Main, or Other to provide further detail. Several respondents answered the questions about the neighborhood of choice but neglected to identify which neighborhood they were describing. These answers were not included in the tabulation.

**Figure 3.0 Two Worst Neighborhoods Identified**

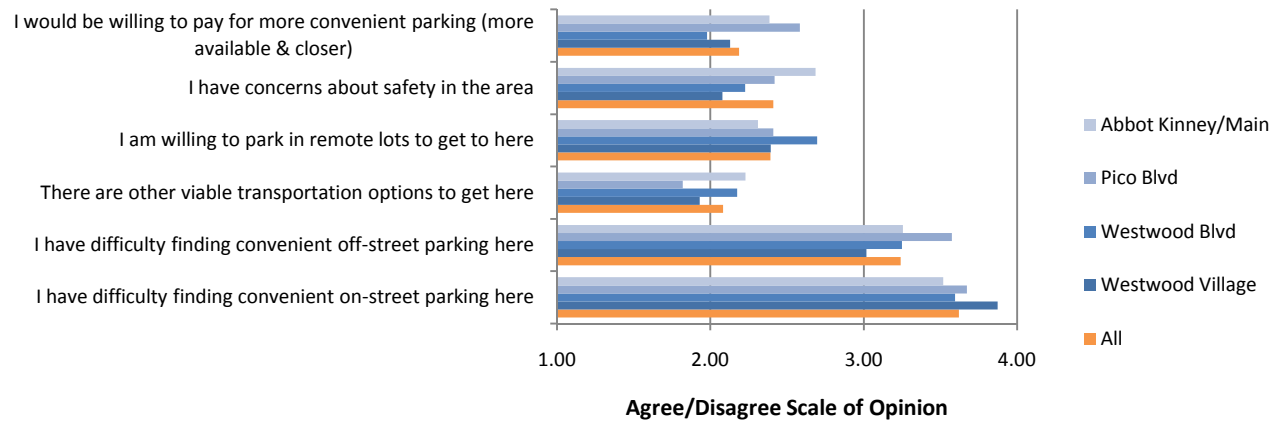


Respondents were asked to mark their opinion about these statements ranging from Strongly Disagree (1), Disagree (2), Agree (3), Strongly Agree (4), and No Opinion (See Figure 4.0). Statements were related to how difficult it was for them to find on-street and off-street parking, if they thought there were other viable transportation options to get there, if they were willing to park in remote lots, if they were willing to pay for more convenient parking, and if they had concerns about safety. Responses were accumulated for the individual neighborhoods (identified as #1 and #2) and then averaged. Responses with no opinion were not tabulated. The results show that respondents have difficulties finding both on-street and off-street parking in the area.

- People agree more strongly about difficulties of finding on-street parking more so than off-street.
- Most people believe that there are no other viable transportation options.
- People may be willing to park remotely (the survey answers are fairly evenly split).
- People may have concerns about safety in the area (the survey answers are fairly evenly split).
- Most people are not willing to pay for more convenient parking.

The results were also categorized by a few major neighborhoods in hopes to reveal local concerns. Compared to all the survey respondents, people in Westwood Village seem to have more difficulty finding convenient on-street parking while people in Pico Boulevard seem to have more difficulty finding convenient off-street parking. The data also suggests that people in Westwood Boulevard may be more willing to park in remote lots and walk to their destination, people in Pico Boulevard may be more willing to pay for parking, and people in Abbot Kinney/Main have more concerns about safety.



**Figure 4.0 Opinions about Parking Issues**

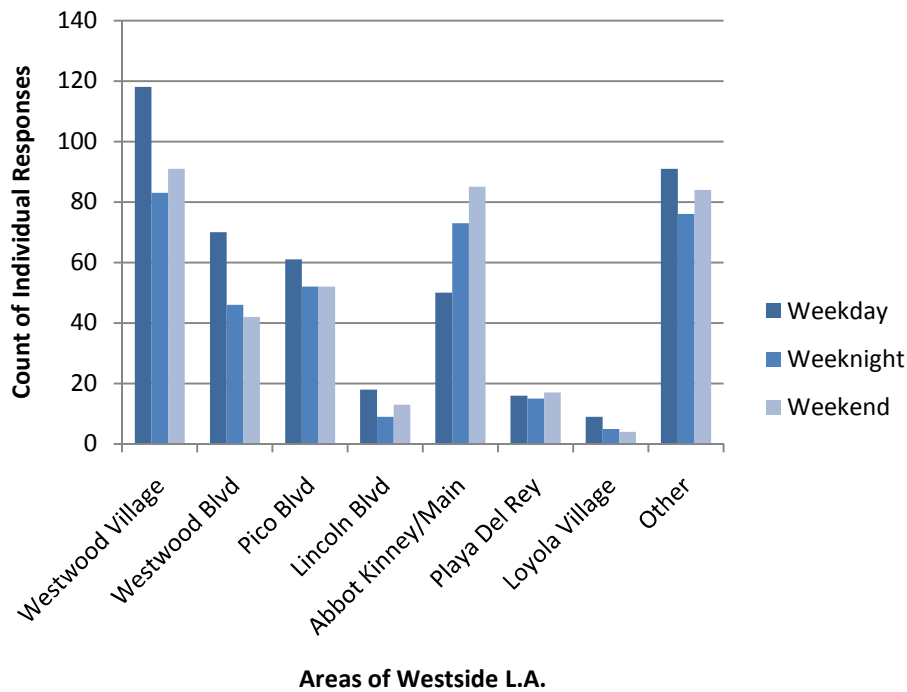
Respondents were also asked to identify time periods of concern (weekday, weeknight, and weekend) in their neighborhood of choice. They were allowed to choose all options if they applied. Hence, some people checked all three times; others checked one or two, or none at all. Table 4.0 below shows combined responses from both Neighborhood 1 and 2. The cells with the maximum counts were highlighted for a few key areas to identify trends. Overall, the data shows that people have difficulty parking at all times, especially during weekdays. However, a few local trends indicate that respondents seem to have more difficulty parking on weekdays in Westwood Village and Westwood Boulevard, weekends in Abbot Kinney/Main, and at all times for Pico Boulevard (See Figure 5.0).

**Table 4.0 Time Periods of Concern<sup>1</sup>**

| Areas of Westside L.A. | Weekday | Weeknight | Weekend |
|------------------------|---------|-----------|---------|
| Westwood Village       | 118     | 83        | 91      |
| Westwood Blvd          | 70      | 46        | 42      |
| Pico Blvd              | 61      | 52        | 52      |
| Lincoln Blvd           | 18      | 9         | 13      |
| Abbot Kinney/Main      | 50      | 73        | 85      |
| Playa Del Rey          | 16      | 15        | 17      |
| Loyola Village         | 9       | 5         | 4       |
| Other <sup>2</sup>     | 91      | 76        | 84      |
| All                    | 433     | 359       | 388     |

Notes:

1. Highlighted cells indicate most difficult time period(s) of concern by area identified by respondents.
2. Other includes surveys from LAX Coastal Chamber Public Parking Committee, Westwood Neighborhood Council, mail-ins, and unknown.

**Figure 5.0 Time Periods of Concern**

Additional comments included the following:

- Respondents in both Mar Vista and Venice complained about that people living in cars, vans, and recreational vehicles were taking up on-street parking
- Other comments included the need for shuttles, more bicycle parking, and a variety of comments about parking meters
- A few respondents from Venice shared their opinions about permit parking and the issue of food trucks taking up on-street parking
- The Westside Neighborhood Council focused mainly on the need for more parking and the difficulty parking due to congestion
- The Palms Neighborhood Council expressed the need for parking near the proposed Expo station and along Venice Boulevard in Palms
- Online comments were centered on the difficulties of parking in Venice and Westwood, the need for special parking permits for residents, the price of meters, the need for revised parking meter hours with ATM/Credit Card function, concern about privatized parking, and safety

**ATTACHMENT A:**

**SURVEY FORM**



## WESTSIDE MOBILITY PLAN PARKING SURVEY

**Zip Code of Residence:** \_\_\_\_\_

**Please rank on a scale of 1 to 5 (1= lowest 5= highest) how important the following parking characteristics are for you:**

- 1) Parking Availability (*to have an open space available*):  
 1.....2.....3.....4.....5
- 2) Convenience (*space is close to destination*):  
 1.....2.....3.....4.....5
- 3) Cost of Parking  
 1.....2.....3.....4.....5
- 4) Information about available parking (*easier ways to find a space e.g. signage*):  
 1.....2.....3.....4.....5
- 5) Safety (*parking environment, well lit/attended*):  
 1.....2.....3.....4.....5
- 6) Which areas in Westside LA do you have most issues/difficulty with parking - refer to the provided map for the highlighted areas (*please select all that apply*)
  - A. Westwood Village
  - B. Westwood Blvd
  - C. Pico Blvd
  - D. Lincoln Blvd
  - E. Abbot Kinney/Main
  - F. Playa Del Rey
  - G. Loyola Village
  - H. Others? (Please describe or circle on provided map) \_\_\_\_\_

**For the Top 2 neighborhoods of most concern in question 6: Please check whether you “Strongly Agree, Agree, Disagree, or Strongly Disagree, or have No Opinion” with the following statements:**

**Neighborhood 1:** \_\_\_\_\_

| Check the appropriate box  | Strongly Disagree | Disagree | Agree     | Strongly Agree | No Opinion |
|--|-------------------|----------|-----------|----------------|------------|
| I have difficulty finding convenient on-street parking here  |                   |          |           |                |            |
| I have difficulty finding convenient off-street parking (lot/garage) here                              |                   |          |           |                |            |
| There are other viable transportation options to get here  |                   |          |           |                |            |
| I am willing to park in remote lots and walk to get to here  |                   |          |           |                |            |
| I have concerns about safety in the area.  |                   |          |           |                |            |
| I would be willing to pay for more convenient parking (more available & closer).                       |                   |          |           |                |            |
| Please identify time periods of concern – check all that apply ( <i>specify time if desired</i> _____) | Weekday           |          | Weeknight |                | Weekend    |
|  |                   |          |           |                |            |

Other Comments about Neighborhood 1: \_\_\_\_\_

\_\_\_\_\_

Neighborhood 2: \_\_\_\_\_

| Check the appropriate box  | Strongly Disagree | Disagree  | Agree   | Strongly Agree | No Opinion |
|--|-------------------|-----------|---------|----------------|------------|
| I have difficulty finding convenient on-street parking here                                    |                   |           |         |                |            |
| I have difficulty finding convenient off-street parking (lot/garage) here                      |                   |           |         |                |            |
| There are other viable transportation options to get here                                      |                   |           |         |                |            |
| I am willing to park in remote lots and walk to get to here                                    |                   |           |         |                |            |
| I have concerns about safety in the area.  |                   |           |         |                |            |
| I would be willing to pay for more convenient parking (more available & closer).               |                   |           |         |                |            |
| Please identify time periods of concern – check all that apply (specify time if desired _____) | Weekday           | Weeknight | Weekend |                |            |
|  |                   |           |         |                |            |

Other Comments about Neighborhood 2: \_\_\_\_\_

Please provide any additional comments you have about parking in the Westside of Los Angeles: \_\_\_\_\_

**Please visit: [www.WestsideMobilityPlan.com](http://www.WestsideMobilityPlan.com) for additional project information or to complete the survey online.**

Survey can be returned via mail to: Westside Mobility Plan, c/o Fehr & Peers, 201 Santa Monica Blvd., Suite 500, Santa Monica, CA 90401

**Westside Mobility Plan Location Map**





## Westside Parking Study Summary of Stakeholder Comments

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Meetings were held with the following stakeholder groups in the Westside Mobility Plan study area in December of 2010 and January and February of 2011 to inform them of the parking study and the other elements of the overall study:

- Westside Regional Alliance of Councils (WRAC) Mobility/Transportation Committee
- CD 11 Empowerment Congress Transportation Advisory Committee
- LAX-Coastal Area Chamber of Commerce Public Policy Committee
- Mar Vista Community Council
- Venice Neighborhood Council
- West LA Neighborhood Council PLUM Committee
- Westside Neighborhood Council
- Westwood Neighborhood Council

### Confirmation of Study Districts and Corridors

The stakeholders were shown the study area map that depicts the parking districts or “parking hot spots,” which would receive more intensive study. They were asked to comment on the appropriateness of the selected areas. The comments received included:

- Please consider the Brentwood commercial district on San Vicente Boulevard
- Please include the North Westwood Village residential area that serves as UCLA student housing
- Please include Santa Monica Boulevard east of Sepulveda Boulevard, Pico Boulevard east of Overland Avenue, National Boulevard at Motor Avenue, Westwood Boulevard south of Santa Monica Boulevard, and Sepulveda Boulevard.
- Please consider the Mar Vista commercial district on Venice Boulevard

### Other Comments and Emerging Themes

Common themes heard at many of the meetings include the following:

- General agreement that parking is a significant issue in the Westside.
- New commercial businesses are displacing existing parking resources and are not providing enough off-street parking. Older, smaller businesses are losing their parking.

- Commercial area parking overflows into residential areas.
- The proposed sale of the public parking structures will adversely impact parking (e.g., Broxton Triangle parking structure in Westwood Village).
- Proposed new transit stations will create new parking problems.
- Building new parking is not the solution, we should be moving to reduce parking demand (Venice and West Los Angeles).
- More public off-street parking is needed (Westwood Village and Mar Vista).
- Higher parking meter rates may hurt businesses.

Summaries of each of the eight stakeholder meetings are attached.

## MEETING NOTES



**Meeting Purpose:** Briefing with Westside Regional Alliance of Councils (WRAC)  
Mobility/Transportation Committee

**Attendees:** Debbie Nussbaum - *Westwood Community Council*  
Colleen Mason Heller - *Westside Neighborhood Council & Cheviot Hills HOA*  
Lauren Cole - *Brentwood Community Council & South Brentwood Residents Association*  
Marilyn Noyes – *West Los Angeles Neighborhood Council*  
Tim Dagodag - *West Los Angeles Neighborhood Council*  
Charles Miller - *Palms Neighborhood Council*  
Phil Brown - *West Los Angeles Neighborhood Council*  
Barbara Broide - *Westwood South of Santa Monica Blvd. HOA*  
Nick Burkhardt - *South Robertson Neighborhood Council*  
Steve Twining – *Bel Air / Beverly Crest Neighborhood Council/WRAC*

Westside Mobility Plan Team:  
- Tom Gaul, Fehr & Peers  
- Laura Muna-Landa, Arellano Associates

**Location:** West Los Angeles City Hall  
**Date and Time:** December 5, 2010 at 10:30 a.m.  
**Prepared by:** Laura Muna-Landa, Arellano Associates

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### Materials Presented:

- Project Power Point Presentation
- Project survey

### Meeting Notes:

- Tom Gaul and Laura Muna-Landa presented the project presentation and took questions and comments throughout the presentation.

### WRAC Mobility/Transportation Committee Comments/Questions:

- Discussion ensued regarding the trip numbers going into the Westside (how far was the reach, do the numbers take into account cars that pass through Westside to South Bay, etc.?). Comment that numbers were low (Phil Brown said his estimate was 619,000)
- What is the funding for the study? Assumed Measure R – Tom Gaul clarified that it was from the City's transportation fund.
- Does this study duplicate other studies?
- Are there demographics associated with trip type? Will you look at the differences in the types of trips being made – i.e. recreational vs. work?
- Is UCLA data being factored into this study? Using their trip caps?
- What is the current fee generated by trips?
- How does this study fit into the planning process? Will this tie in with the community planning process?
- Will you take into account City of Santa Monica projects and activities? Yes and the City is part of the TAC.



- Additional locations we should consider for outreach/intercept surveys:
  - Brentwood Farmers Market
  - Business districts
  - Century City Farmers Market
  - Homeowner associations and neighborhood councils
  - Bus stops/bus riders
- Should post yard signs directing people to the survey. The neighborhood council did this with DOT.
- Should look to rent billboards to advertise website
- Should develop survey into a "Take Away Card" for completion by bus patrons (others noted that this may not be the right audience)
- Reliance on farmers markets gives us a narrow biased slice.
- Exposition Phase II LRT is not replacing parking and not putting parking in at stations. Neither is the Metro Westside Extension subway. People won't be able to use these lines without parking at the stations. This is a huge issue for Westside folks.
- The mayor's Olympic/Pico plan is not dead yet; still rattling around at City Hall. Would cause parking loss in business districts.
- Additional locations to consider for parking hot spots/districts to study:
  - Extend Westwood Boulevard to Pico
  - Extend Pico to Beverwil
  - Overland between Pico and I-10
  - Sawtelle
  - Brentwood (San Vicente)
- The Westside Pavilion may eliminate free parking, which is a parking resource that the community depends on.
- LADOT says there will be no more residential preferential parking districts, but they need them. The Expo EIR says no parking will be put in at stations and the mitigation for surrounding neighborhoods is to put in preferential parking. These two policies are at odds.
- Santa Monica parking spills over into West LA.
- Parking policy: use government-owned land and special entitlements to create parking.
- They were going to do parking in the surplus land next to the freeway but the City Council raided the parking district funds. And now the freeway widening is taking up the space anyway.
- Suggest pooled valets serving an entire district with shuttles or trolleys.
- Palms parking is not bad, but worried about the impact of Expo Phase 2 project. Residents need street parking.
- Would like the study to make suggestions for coordination between the City departments and agencies.
- Suggests old fire station as possible site for developing parking. *[note: which one? where?]*
- Need to balance vehicle impacts and transit impacts.
- Suggest that we put the Power Point presentation on the study website.
- We should talk to Robert Wringler, West LA traffic at LAPD
- Barbara Broide has a traffic survey that her neighborhood association conducted many years ago. She will see if she can find the data and get it to us.
- Barbara Broide suggests adding zip code to the survey.
- The newly formed Century City TMO conducted a survey.
- Suggest that there should be a different version of the survey for business owners.
- Small merchants aren't in the Chamber of Commerce or local BIDs. Reaching the small merchants requires going door-to-door.

**Actions:**

- Place presentation on website
- Follow up with eblast with survey pdf and website link

## MEETING NOTES



**Meeting Purpose:** Briefing with Council District 11 Empowerment Congress Transportation Advisory Committee

**Attendees:** Ken Alpern – *Council District 11 Transportation Committee co-chair*  
Matthew Hetz – *Council District 11 Transportation Committee*  
David Ewing – *Council District 11 Transportation Committee co-chair*  
Steve Freeman – *Council District 11 Transportation Committee*  
Jay Handal – *West Los Angeles Neighborhood Council (Chairperson)*  
Sharon Commins- *Mar Vista Community Council*  
Charles Miller - *Palms Neighborhood Council*  
Phil Brown - *West Los Angeles Neighborhood Council*  
Charles Grobe – *Council District 11 Transportation Committee*  
Paul Backstrom – *Council District 11*

Westside Mobility Plan Team:  
- Tom Gaul, Fehr & Peers  
- Laura Muna-Landa, Arellano Associates

**Location:** West Los Angeles City Hall  
**Date and Time:** December 13, 2010 at 6:45 p.m.  
**Prepared by:** Laura Muna-Landa, Arellano Associates

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### Materials Presented:

- Project Power Point Presentation
- Project survey

### Meeting Notes:

- Tom Gaul and Laura Muna-Landa presented the project presentation and took questions and comments throughout the presentation.

### Council District 11 Empowerment Congress Transportation Advisory Committee

#### Comments/Questions:

- Committee members provided their suggestions for additional “hot spots” including:
  - Venice – along the Abbott-Kinney area (there is no BID, and parking is not well managed)
  - Venice beach area – issue is seasonal and events
  - Areas related to future Expo line including – Olympic/Bundy Station, Sepulveda Station, Palms Station and Culver City/Robertson Station
  - Westwood Metro subway stations
  - Mar Vista “Town Center” area (Venice west of 405 from Inglewood to Centinela) – moderate densification of commercial is anticipated; intensification will lead to need for more parking; will need parking structure someday
  - Crenshaw line stations in Westchester – Manchester/Aviation, Century/Aviation
  - Westchester Farmers Market area
- Businesses in some areas are grandfathered in to parking spaces that do not exist
- Venice rapid bus will feed Expo line
- What is the criteria for selecting hot spots?
- Need to integrate planning and transportation to make this work.

- City needs to stop using 5117 funds for budget balancing and instead use the funds to fund parking on the Westside; should keep money in the districts in which it is generated
- Need to figure out how to design comprehensive parking program using lots throughout Westside
- Need to eliminate piecemeal decision making regarding parking
- Valets block traffic lanes
- Westwood Village is dying because parking is unattainable
- Will you be examining parking at peak use and impacts of transit use on parking?
- With all the transit coming in, will there be additional development considered in excess of what is currently allowed? Only growth should be east of La Brea
- Will development be directed by transit options available? Will parking allocation assume future development in current planning stages?
- Regarding densification – need to keep transit hubs centralized and not over develop area with the assumption that everyone is giving up their car(s)
- Westside folks want prudent development, not overdevelopment based on transit that may not actually take cars off the roads
- There is founded concern with TOD explosion
- Are there any studies that show that transit actually reduces vehicle use from the prior levels? Seems TOD just brings in more traffic and maybe some of that gets reduced by transit but people are not giving up their cars like planners think/dream
- Increased density (TOD) increases traffic, not necessarily using transit. Expo Line will not be a panacea
- Allowing density increases before transit is proven/demonstrated to work doesn't make sense
- Other Westside cities have put in public parking. Example cited of City of Santa Monica looking at more parking to support downtown development. And Culver City is managing its downtown parking using pricing strategies.
- Need inventory of public and private parking by district
- Impossible to solve Westside traffic problems unless de-intensification of development is a priority
- Are there studies that have been completed that compare residential vs. recreational transit use and access? Usage rates are different
- Is it more important to have residents on transit or destinations on transit?
- When developers are granted reduced parking it causes issues on the Westside – folks don't take transit nearby, they drive.

**Actions:**

- Place presentation on website
- Follow up with eblast with survey pdf and website link

121510/LML

## MEETING NOTES



**Meeting Purpose:** Briefing with LAX Coastal Chamber of Commerce Public Policy Committee

**Attendees:** Jeff Delarne - *Edward Jones*  
Sam Hiatt – *Aflac*  
David Voss – *LAX Coastal Area Chamber*  
Rikki Baker – *The Argonaut*  
John Ruhlen – *Westchester Street-Scape Improvement Association & BID*  
Christina Davis – *LAX Coastal Area Chamber*  
Jeff Thorn – *Leader*  
Kelly King – *Villa Del Mar Apartments & Marina*  
Edgar Allen Saenz – *Wills, Trust & Estates Attorney*  
Rachel-Ann Levy – *LAX Coastal Area Chamber*

Westside Mobility Plan Team:  
- Tom Gaul, Fehr & Peers  
- Maria Yanez-Forgash, Arellano Associates

**Location:** LAX Coastal Area Chamber of Commerce Offices  
**Date and Time:** January 11, 2011 at 7:30 a.m.  
**Prepared by:** Maria Yanez-Forgash, Arellano Associates

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### Materials Presented:

- Project Power Point Presentation
- Project survey

### Meeting Notes:

- Tom Gaul and Maria Yanez-Forgash presented the project presentation and took questions and comments throughout the presentation.

### LAX Coastal Chamber of Commerce Public Policy Committee

#### Comments/Questions:

- Are the development fees collected in the past 20 years supposed to be used for coastal transportation issues? Have the funds been used? Do we know how much money has been coming in? Is there a list of improvements that were “supposed” to take place with trip fee funds vs. improvements that “actually” took place?
- What is the date of the trip data? Is the data broken down by cities; can it be made available to us? Have there been discussions with the City of Santa Monica on changing their zoning habits? They continue to build without collaborating with surrounding cities.
- What is the goal of the parking element? Is it looking for new parking sites, privately owned sites, etc.? The City of Los Angeles is proposing to lease existing parking structures, how does that play into the goals of the parking study?
- Is the parking study inclusive of Playa Del Rey?
- Will parking recommendations /mitigations include dealing with privately owned property? Expressed concern if this is the case because currently Westchester has a parking association that considered dysfunctional.

- Why is there no discussion of “green” as part of the parking survey (e.g. alternative fueling stations, charging stations, etc.)?
- Regarding the six parts of the Mobility Plan, what is the timeline with respect to each of the studies? At what point do the other five parts of the Mobility Plan come in?
- Livable Boulevards is the last study listed in the Mobility Plan, some would argue that it should not be listed last.
- Is there a master calendar/schedule reflecting all six studies? Why are the urban design and streetscape guidelines going to be completed before the report is even prepared? Discussion ensued about how there will be some overlap with all of the studies and this will have an impact on the schedule. It was determined that the schedule/graphic would need to be modified to extend the urban design and streetscape guidelines further on the schedule.
- Is the transportation demand model complete?
- Would like additional presentations on the other parts of the Mobility Plan. Indicated that more time would be allotted for future meetings.
- Is the City of Santa Monica helping to fund the Mobility Plan?

**Actions:**

- Would like to get information on what has happened with the CTCSP Trip Fee money that has been collected, including:
  - How much was raised
  - What funds have been spent on
  - Original list of what funds were intended for
  - List of completed items
- Follow up with survey link

1120/MYF

## MEETING NOTES



**Meeting Purpose:** Briefing with Westside Neighborhood Council

**Attendees:** Neighborhood Council Members:  
Jerry Asher  
Charles Horwitz  
Drew DeAscentis  
Ron Stone  
Michael McIntyre  
Collen Mason Heller  
Lisa Morocco  
Terri Tippit – Chairperson  
Steve Specter  
Mary Kusnic  
Melissa Kenady  
Bob Guerin  
Richard Hormetz  
Gregg Berwin  
Barbara Broide  
David Ty Vahedi

Council District No. 5  
Jay Greenstein, Chief Field/Transportation Deputy

General Public of 25 – 30 individuals

Westside Mobility Plan Team:  
Tom Gaul, Fehr & Peers  
Laura Muna-Landa, Arellano Associates

**Location:** Westside Pavilion – Community Meeting Room A  
**Date and Time:** January 13, 2011 at 7:00 p.m.  
**Prepared by:** Laura Muna-Landa, Arellano Associates

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### Materials Presented:

- Project PowerPoint Presentation
- Parking Survey

### Meeting Notes:

- Tom Gaul and Laura Muna-Landa presented the project presentation and responded to questions and comments

### Westside Neighborhood Council Comments/Questions:

- Concern expressed regarding non-representation of some areas in hot spots. Ms. Mason Heller said she does not want to distribute the survey until areas are added. Ms. Tippit said she already distributed survey to her contacts because she wants them to add their input on hot-spots.
- Want to make sure that Council District 5 is involved early on in this process.
- Concern that survey is not leading folks by identifying hot spots in their areas.

- Believes that the identified study hot spots were predetermined, will not increase, and will stay as is to meet political concerns.
- Is concerned that Expo rail and Westside subway extension parking areas are not included in hot spots and these areas will definitely become hot spots since parking is not being replaced and very little added.
- The Westside Pavilion will be making changes to their parking that will make it no longer available for merchants across the street. This will be a big problem and will squeeze the small merchants in the area.
- The Pico hot spot should not end at Overland but rather should continue east.
- Ms. Broide inquired with her colleagues if the WNC should prepare a document that identifies additional hot spots for consideration.
- Ms. Tippit indicated that the WNC Mobility Committee could review and make recommendations.
- Does the parking study take into account the City's plans to lease parking lots throughout the City?
- Seems like there is a push and pull with all the parking changes going on in the City. How will these changes impact the implementation of this study? Not sure how the sale/lease of parking lots will affect the study.
- How were the hot spots included or determined?
- Jay Greenstein with Council District No. 5 said that he will give input to the study but the WNC needs to give something of substance to the project team to respond to.
- Board would like to go to Mobility Committee then back to WNC with recommendations but will need an extension on parking survey until February.
- WNC has huge issues with Pico Boulevard and wants to make sure they are addressed.
- Request was made to add Power Point presentation to the WestsideMobilityPlan.com website.

**Actions:**

- Add Power Point presentation to the WestsideMobilityPlan.com website.
- WNC to consider drafting formal comments on the parking study at the WNC Mobility Committee meeting in early February with action by full WNC at their meeting in mid-February.

012011/LML

## MEETING NOTES



**Meeting Purpose:** Briefing with Venice Neighborhood Council

**Attendees:** Neighborhood Council Members:  
Linda Lucks, President  
Carolyn Rios, Vice President  
Joe Murphy, Secretary  
Hugh Harrison, Treasurer  
Marc Saltzberg, Outreach Officer  
Brennan Lindner, Communication Officer  
Jake Kaufman, Land Use & Planning Committee Chair  
Mike Newhouse, President Emeritus (non-voting)  
Ivan Spiegel, Parliamentarian (appointed, non-voting)  
Community Officers  
Amanda Seward  
Cindy Chambers  
Clark McCutchen  
Cynthia Rogers  
Daffodil Tyminski  
Ira Koslow  
Ivonne Guzman  
Jed Pauker  
Kelley Willis  
Kristopher Valentine  
Mariana Aguilar  
Peter Thottam  
Scott Kramarich  
Stasia Patwell

General Public

Westside Mobility Plan Team:  
Tom Gaul, Fehr & Peers  
Laura Muna-Landa, Arellano Associates

**Location:** Westminster Elementary School Auditorium  
**Date and Time:** January 18, 2011 at 7:00 p.m.  
**Prepared by:** Laura Muna-Landa, Arellano Associates

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### Materials Presented:

- Project Power Point Presentation
- Parking Survey

### Meeting Notes:

- Tom Gaul and Laura Muna-Landa provided a brief presentation due to the lateness in the evening (as requested by Chairperson Linda Lucks)



**Meeting Subject:** Briefing with Venice Neighborhood Council  
**Meeting Date:** January 18, 2011 at 7:00 p.m.

**Meeting Notes**

**Venice Neighborhood Council Comments/Questions:**

- How can we assist you? Can we assign this to a task force for input?
- Amanda Seward would like the VNC - Visitor Impact Committee to provide input on the parking study.
- Scott Kramarich would like the VNC - Traffic Committee to provide input on the parking study.
- Laura provided contact information for both Amanda and Scott to coordinate any follow up comments.

**Actions:**

- Laura Muna-Landa to send an email to [Info@VeniceNC.org](mailto:Info@VeniceNC.org) requesting comments on parking study.

012011/LML

## MEETING NOTES



**Meeting Purpose:** Briefing with West Los Angeles Neighborhood Council – Planning & Land Use Management Committee

**Attendees:** Al Casas  
Marilyn Noyes  
Tim Dagodag  
Jean Shigematsu  
Jay Ross  
Edith Darling  
Xochitl Gonzalez  
Aric Gregson

Westside Mobility Plan Team:  
Tom Gaul, Fehr & Peers  
Bill Hurrell, Wilbur Smith  
Laura Muna-Landa, Arellano Associates

**Location:** Agency Name and Room

**Date and Time:** February 1, 2011 at 7:15 p.m.

**Prepared by:** Laura Muna-Landa, Arellano Associates

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### Materials Presented:

- Project Presentation
- Project Survey

### Meeting Notes:

- Tom and Laura presented the project presentation to the West Los Angeles Neighborhood Council (WLANC) Planning and Land Use Management Committee

### WLANC PLUM Comments/Questions:

- Concerned that survey does not conduct any market research, committee member feels we need to know where comments are coming from. It was explained that the survey is intended to solicit opinions from a broad perspective and solicit comments from a wide-sweeping area.
- Small clusters matter to the area – want to make sure we are focusing on small business corridors.
- How were hot spots determined? Team responded that the hot spots were originally defined by LADOT, but that through outreach, we are soliciting and further expanding areas originally identified.
- In addition to looking at hot spots will the entire Westside area be reviewed? Team explained that we are trying to get the best use of limited resources.
- Are there other surveys that will be conducted beyond this surveying effort?
- Will there be actual counting of parking spaces on the Westside? Bill explained the data collection process.
- What is the end goal of this study?
- What will solutions look like?
- Since we are in a recession, will there be mathematical adjustments for “real” traffic?
- How do you factor in projects (large ones) that have not yet been built?
- Could parking shuttles be included as part of the solution?

**Meeting Date:** February 1, 2011 at 7:15 p.m.

- How does the development of the West Los Angeles Community Plan impact the study or vice versa?
- Encourage your team to talk to small business owners.
- The correct terminology should be “parking demand”, not “parking shortage”.
- Do you include public health impact in the evaluation of solutions? For example will you evaluate the impacts of green house gases or increased cancer risks?
- Will political decisions/politician’s desires influence the decisions or recommendations made in this study?
- Increased traffic flow often comes as an expense of pedestrians or bicyclists; want to make sure that safety concerns are taken into consideration, including traffic calming measures.
- How does the selling of City parking structures/lots impact this study?
- In my opinion the study needs to know the revenue that will be created by the sale of structures.
- The impact of parking rates and meters rates, including the usage should be evaluated. Specifically the impacts of these rates on businesses.
- Is the City of Los Angeles Planning Department involved in this study?
- The use of “zip cars” and solar chargers in lots should be a policy that results from this study.

**Actions:**

- None

021811/LML

## MEETING NOTES



**Meeting Purpose:** Briefing with Mar Vista Community Council

**Attendees:** Community Council Members  
Albert Olson, Chair  
Sharon Commins  
Bill Koontz  
Alex Thompson  
Laura Bodensteiner  
Chuck Ray  
Geoffrey Forgione  
Bill Scheduling  
Babak Nahid  
Kate Anderson  
Tara Mulski  
Maritza Przekop  
Marilyn Marble

General Public

Westside Mobility Plan Team:  
Tom Gaul, Fehr & Peers

**Location:** Mar Vista Recreation Center Auditorium  
**Date and Time:** February 8, 2011 at 7:00 p.m.  
**Prepared by:** Tom Gaul, Fehr & Peers

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### Materials Presented:

- Project Power Point Presentation
- Parking Survey

### Meeting Notes:

- Tom Gaul presented the project presentation and responded to questions and comments

### Mar Vista Community Council Comments/Questions:

- Request for more time to complete the survey beyond the advertised 2/15/11 end date. In response, Tom indicated that the survey period would be kept open until the end of the month.
- How much is the contract value of the Westside Mobility Plan study?
- How is the Westside Mobility Plan study being funded?
- The current Coastal Transportation Corridor Specific Plan does not assess trip fees on residential development. Can trip fees on residential development be considered as part of this study?
- Want parking structure in Mar Vista business district.
- Will the study be looking at transit in corridors?
- Are the Livable Boulevards definitions the same as City Planning's definitions, is City Planning involved, and specifically who at City Planning is involved?
- Will Venice Boulevard be included in the Livable Boulevards study?
- Don't negatively impact parking for Mar Vista Farmers' Market.
- How will public outreach be done?

**Meeting Subject:** Briefing with Mar Vista Community Council  
**Meeting Date:** February 8, 2011 at 7:00 p.m.

**Meeting Notes**

**Actions:**

- Coordinate with Babak Nahid re getting a link to the parking survey posted on the Mar Vista Community Council website. Mr. Nahid wants “receipt” added for transparency.

021511/TPG

## MEETING NOTES



**Meeting Purpose:** Briefing with Westwood Neighborhood Council

**Attendees:** Westwood Neighborhood Council Members

Westside Mobility Plan Team:  
Tom Gaul, Fehr & Peers  
Laura Muna-Landa, Arellano Associates  
Eddie Guerrero, LADOT

**Location:** Westwood Presbyterian Church – Hoffman Hall

**Date and Time:** February 9, 2011 at 7:00 p.m.

**Prepared by:** Laura Muna-Landa, Arellano Associates

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### Materials Presented:

- Project Presentation
- Project Survey

### Meeting Notes:

- Tom and Laura provided project presentation

### Westwood Neighborhood Council Comments/Questions:

- We already know that we need more parking. Why study it?
- Confused as to why this study is occurring when the City is selling parking lots and structures.
- Should study unused commercial parking as part of this effort.
- North Village area – many single family dwellings are occupied by students with multiple numbers beyond what the home was envisioned for, with each bringing a car – this impacts the area greatly.
- Why can't a parking structure be built in the North Village area?
- Students pay \$100 for parking, if a structure was built, it will be filled. Should build parking structures on empty lots in the North Village and along Westwood Boulevard.
- Why is the City leasing parking structures and lots?
- Do we know how much revenue is made from parking meters? How much more has been collected with the recent change in the City's rates? Pricing is a problem as you must pay for two hours, even if you only use for twenty minutes.
- Parking meter revenue is supposed to be used for offsite/off street parking.
- Gayley and Westwood Boulevards – parking is significantly limited. We need to explore diagonal parking in lieu of parallel parking for this area. Possibly by making the streets a one-way loop.
- Want to make sure you understand that parking is a huge issue.
- With the City selling the parking structures, the Westside subway coming, and bus lanes on Wilshire, why bother to study the existing situation?
- How much is this study costing? We could pay for a lot of parking for the price of this study.

### Actions:

- None